

10/12/06

PTO/SB/08a (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>	Application Number	10010947
	Filing Date	2001-11-06
	First Named Inventor	Mark Haines
	Art Unit	3622
	Examiner Name	Raquel Alvarez
	Attorney Docket Number	40655.7600

U.S.PATENTS						Remove
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear
R.A.	1	5117355		1991-10-08	McCarthy	
	2	5128752		1992-07-07	Von Kohorn	
	3	5200889		1993-04-06	Mori	
	4	5256863		1993-10-26	Ferguson, et al.	
	5	5353218		1994-10-04	De Lapa, et al.	
	6	5467269		1995-11-14	Flaten	
	7	5471669		1995-11-28	Lidman	
✓	8	5535407		1996-07-09	Yanagawa, et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>		Application Number	10010947
		Filing Date	2001-11-06
		First Named Inventor	Mark Haines
		Art Unit	3622
		Examiner Name	Raquel Alvarez
		Attorney Docket Number	40655.7600

P.A.	9	5621812		1997-04-15	Deaton, et al.	
↑	10	5708782		1998-01-13	Larson, et al.	
↑	11	5710886		1998-01-20	Christensen, et al.	
↑	12	5729693		1998-03-17	Holda-Fleck	
↑	13	5749075		1998-05-05	Toader	
↑	14	5761648		1998-06-02	Golden, et al.	
↑	15	5765141		1998-06-09	Spector	
↑	16	5774868		1998-06-30	Cragun, et al.	
↑	17	5774869		1998-06-30	Toader	
↑	18	5806043		1998-09-08	Toader	
↑	19	5806044		1998-09-08	Powell	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>		Application Number	10010947
		Filing Date	2001-11-06
		First Named Inventor	Mark Haines
		Art Unit	3622
		Examiner Name	Raquel Alvarez
		Attorney Docket Number	40655.7600

RA.	20	5816918		1998-10-06	Kelly, et al.	
	21	5832458		1998-11-03	Jones	
	22	5839117		1998-11-17	Cameron, et al.	
	23	5845259		1998-12-01	West, et al.	
	24	5855007		1998-12-29	Jovicic, et al.	
	25	5887175		1999-01-05	Day, et al.	
	26	5870722		1999-02-09	Albert, et al.	
	27	5884277		1999-03-16	Khosla	
	28	5903874		1999-05-11	Leonard, et al.	
	29	5903880		1999-05-11	Biffar	
	30	5905246		1999-05-18	Fajkowski	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>	Application Number	10010947
	Filing Date	2001-11-06
	First Named Inventor	Mark Haines
	Art Unit	3622
	Examiner Name	Raquel Alvarez
	Attorney Docket Number	40655.7600

RA	31	5907830		1999-05-25	Engel, et al.	
	32	5907831		1999-05-25	Lotvin, et al.	
	33	5909023		1999-06-01	Ono, et al.	
	34	5915243		1999-06-22	Smolen	
	35	5918211		1999-06-29	Sloane	
	36	5918213		1999-06-29	Bernard, et al.	
	37	5933811		1999-08-03	Angles, et al.	
	38	5937394		1999-08-10	Wong, et al.	
	39	5974398		1999-10-26	Hanson, et al.	
	40	5983205		1999-11-09	Brams	
U	41	5995942		1999-11-30	Smith, et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>		Application Number	10010947
		Filing Date	2001-11-06
		First Named Inventor	Mark Haines
		Art Unit	3622
		Examiner Name	Raquel Alvarez
		Attorney Docket Number	40655.7600

Pp	42	6002771		1999-12-14	Nielsen	
	43	6003013		1999-12-14	Boushy, et al.	
	44	6007426		1999-12-28	Kelly, et al.	
	45	6012038		2000-01-04	Powell	
	46	6014635		2000-01-11	Harris, et al.	
	47	6015344		2000-01-18	Kelly, et al.	
	48	6024640		2000-02-15	Walker, et al.	
	49	6035281		2000-03-07	Crosskey, et al.	
U	50	6041308		2000-03-21	Walker, et al.	

If you wish to add additional U.S. Patent citation information please click the Add button.

U.S.PATENT APPLICATION PUBLICATIONS

Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	10010947
Filing Date	2001-11-06
First Named Inventor	Mark Haines
Art Unit	3622
Examiner Name	Raquel Alvarez
Attorney Docket Number	40655.7600

	1						
--	---	--	--	--	--	--	--

If you wish to add additional U.S. Published Application citation information please click the Add button

FOREIGN PATENT DOCUMENTS

Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ² i	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
	1							<input type="checkbox"/>

If you wish to add additional Foreign Patent Document citation information please click the Add button

NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T ⁵
	1		<input type="checkbox"/>

If you wish to add additional non-patent literature document citation information please click the Add button

EXAMINER SIGNATURE

Examiner Signature Raquel Alvarez Date Considered 6/28/07

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.

10/12/06

PTO/SB/08a (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	10010947
Filing Date	2001-11-06
First Named Inventor	Mark Haines
Art Unit	3622
Examiner Name	Raquel Alvarez
Attorney Docket Number	40655.7600

U.S.PATENTS						Remove
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear
R.A.	1	6047269		2000-04-04	Biffar	
	2	6055573		2000-04-25	Gardenswartz, et al.	
	3	6101484		2000-08-08	Halbert, et al.	
	4	6196458		2001-03-06	Walker, et al.	
	5	6222914		2001-04-24	McMullin	
	6	6236978		2001-05-22	Tuzhilin	
	7	6243688		2001-06-05	Kalina	
U	8	6249772		2001-06-19	Walker, et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>		Application Number	10010947
		Filing Date	2001-11-06
		First Named Inventor	Mark Haines
		Art Unit	3622
		Examiner Name	Raquel Alvarez
		Attorney Docket Number	40655.7600

<i>Pn.</i>	9	6251017		2001-06-26	Leason, et al.	
	10	6267672		2001-07-31	Vance	
	11	6332126		2001-12-18	Peirce, et al.	
	12	6334111		2001-12-25	Carrott	
	13	6336098		2002-01-01	Fortenberry, et al.	
	14	6386444		2002-05-14	Sullivan	
	15	6450407		2002-09-17	Freeman, et al.	
	16	6484147		2002-11-19	Brizendine, et al.	
	17	6532448		2003-03-11	Higginson, et al.	
	18	6594640		2003-07-15	Postrel	
<i>N</i>	19	6687679		2004-02-03	Van Luchene, et al.	

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	10010947
Filing Date	2001-11-06
First Named Inventor	Mark Haines
Art Unit	3622
Examiner Name	Raquel Alvarez
Attorney Docket Number	40655.7600

RA.	20	6721743		2004-04-13	Sakakibara	
	21	6748365		2004-06-08	Quinlan, et al.	
	22	6820061		2004-11-16	Postrel	
	23	6829586		2004-12-07	Postrel	
	24	6842739		2005-01-11	Postrel	
U	25	6947898		2005-09-20	Postrel	

If you wish to add additional U.S. Patent citation information please click the Add button.

U.S.PATENT APPLICATION PUBLICATIONS

Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
RA.	1	20010032137		2001-10-18	Bennett, et al.	
	2	20020013728		2002-01-31	Wilkman	
U	3	20020062253		2002-05-23	Dosh, Jr., et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>		Application Number	10010947
		Filing Date	2001-11-06
		First Named Inventor	Mark Haines
		Art Unit	3622
		Examiner Name	Raquel Alvarez
		Attorney Docket Number	40655.7600

RA	4	20020069150		2002-06-06	Ni	
	5	20020082918		2002-06-27	Warwick	
	6	20020082920		2002-06-27	Austin, et al.	
	7	20020152116		2002-10-17	Yan, et al.	
	8	20030061097		2003-03-27	Walker, et al.	
	9	20030229584		2003-12-04	Brown	
	10	20040019522		2004-01-29	Bortolin, et al.	
	11	20040068438		2004-04-08	Mitchell, et al.	
	12	20040128197		2004-07-01	Bam, et al.	
	13	20040215505		2004-10-28	Sullivan	
	14	20040262381		2004-12-30	Mesaros	

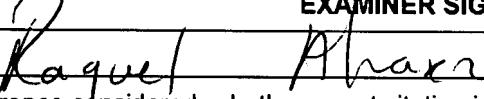
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>		Application Number	10010947
		Filing Date	2001-11-06
		First Named Inventor	Mark Haines
		Art Unit	3622
		Examiner Name	Raquel Alvarez
		Attorney Docket Number	40655.7600

If you wish to add additional U.S. Published Application citation information please click the Add button.		Add
FOREIGN PATENT DOCUMENTS		Remove

Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ² i	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
R.A.	1	0308224	EP		1989-03-22	Burton		<input type="checkbox"/>
	2	WO9926176	WO		1999-05-27	Concept Shopping Inc.		<input type="checkbox"/>
	3	WO9930256	WO		1999-06-17	IBM		<input type="checkbox"/>
	4	WO9952051	WO		1999-10-14	IBM		<input type="checkbox"/>
	5	WO9960503	WO		1999-11-25	Direct Marketing Technology, Inc.		<input type="checkbox"/>
	6	WO0014665	WO		2000-03-16	OWNX, Inc.		<input type="checkbox"/>
	7	WO0033222	WO		2000-06-08	Gotsavings.com		<input type="checkbox"/>
	8	WO0033159	WO		2000-06-08	Gotsavings.com		<input type="checkbox"/>
U	9	WO0101282	WO		2001-01-04	Award-Track, Inc.		<input type="checkbox"/>

If you wish to add additional Foreign Patent Document citation information please click the Add button	Add
--	-----

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Not for submission under 37 CFR 1.99)</i>	Application Number	10010947
	Filing Date	2001-11-06
	First Named Inventor	Mark Haines
	Art Unit	3622
	Examiner Name	Raquel Alvarez
	Attorney Docket Number	40655.7600

NON-PATENT LITERATURE DOCUMENTS				Remove	
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.			T5
R.A.	1	FALLON: "UK Retailers' Loyal Customer 'Card Wars' Prove Costly (most major retailers in the UK have grown their sales over the past 2 years by launching loyalty-card programs)"; Supermarket News, 05 May 1997; Vol. 47, no. 18, pg. 57			<input type="checkbox"/>
If you wish to add additional non-patent literature document citation information please click the Add button					Add
EXAMINER SIGNATURE					
Examiner Signature			Date Considered	6/28/05	
<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</p> <p>¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.</p>					